



# 2024 ANNUAL REPORT



Better Business Bureau®  
serving the Heart of Texas



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# A LETTER FROM OUR PRESIDENT AND CEO

## Dear Members of the Heart of Texas Business Community,

As the year draws to a close, I am grateful for the incredible network of businesses, nonprofits, and individuals contributing to making our region a vibrant hub of opportunity and integrity. Here at Better Business Bureau serving the Heart of Texas, we continue to be a leader in creating a marketplace built on trust. As we enter 2025, I am excited to share how we are taking bold steps to empower small businesses, enhance community engagement, and drive meaningful change across Texas.

First, we recognize that education is the foundation of success for any business. That's why we invested heavily in education programs specifically for small businesses in 2024. From workshops on digital marketing and financial planning to resources for navigating compliance and ethics, we continued to equip business owners with the tools they need to thrive in a competitive landscape. Our goal is to create accessible, impactful learning opportunities that inspire growth and innovation, and we will continue to invest and improve BBB's business education resources in 2025.

Another milestone we're proud to announce is the launch of BBB's Ignite Center—a dedicated space for collaboration, innovation, and mentorship. This center will serve as a catalyst for small business development, offering hands-on training, networking events, and one-on-one support from industry experts. The Ignite Center is a game-changer for entrepreneurs by promoting connections and providing practical resources.

Finally, we remain steadfast in our commitment to increase community outreach. Through strategic partnerships with local media, we've amplified stories of excellence in business and educated the public on trends in our local marketplaces. Additionally,



Carrie Angell, EdD, MPAff

our calendar for 2024 was packed with events designed to bring businesses and consumers together—from town hall discussions to community expos. These initiatives not only strengthen trust but also highlight the incredible contributions businesses make to our local economy.

As we look ahead, I invite you to join us in shaping a future defined by collaboration and trust, which created a stronger, more resilient business community that benefits all.

**Here's to a prosperous and impactful year ahead!**

Sincerely,

A handwritten signature in black ink that reads "Carrie Angell".

Carrie Angell, EdD, MPAff  
President & CEO  
Better Business Bureau serving the  
Heart of Texas, BBB Foundation for  
Better Business and Heart of Texas  
Business Services

# OUR VISION, MISSION, AND BBB STANDARDS FOR TRUST



## OUR VISION

An ethical marketplace where buyers and sellers trust each other.

## OUR MISSION

BBB's mission is to be the leader in advancing marketplace trust.

BBB accomplishes this mission by:

- Setting standards for marketplace trust.
- Encouraging and supporting best practices by engaging with and educating consumers and businesses.
- Celebrating marketplace role models.
- Calling out and addressing substandard marketplace behavior.
- Creating a community of trustworthy businesses and charities.

BBB offers its national and local consumer services online and in person. Through our efforts, BBB helps millions of people each year.

- BBB sets standards for ethical business behavior and monitors compliance.
- Over 400,000 Accredited Businesses meet and commit to our high standards.
- BBB helps consumers identify trustworthy businesses, and those that aren't, through more than 6 million BBB Business Profiles.
- BBB sets standards for and evaluates thousands of advertisements each year to ensure that people can trust what advertisers say.
- BBB sets standards for and evaluates the practices of thousands of charities so that donors know where their money is going.
- BBB coaches businesses on ethical behavior and how to build stronger, more trusting relationships with their customers.





## BBB Standards for Trust



### BUILD TRUST

Establish and maintain a positive track record in the marketplace.



### HONOR PROMISES

Abide by all written agreements and verbal representations.



### BE RESPONSIVE

Address marketplace disputes quickly, professionally and in good faith.



### SAFEGUARD PRIVACY

Protect any data collected against mishandling and fraud, collect personal information only as needed, and respect the preferences of consumers regarding the use of their information.



### EMBODY INTEGRITY

Approach all business dealings, marketplace transactions, and commitments with integrity.



### BE TRANSPARENT

Openly identify the nature, location and ownership of the business, and clearly disclose all policies, guarantees and procedures that bear on a customer's decision to buy.



### TELL THE TRUTH

Honestly represent products and services, including clear and adequate disclosures of all material terms.



### ADVERTISE HONESTLY

Adhere to established standards of advertising and selling.



BBB helps consumers  
identify trustworthy  
businesses through

**6 million+**

BBB Business Profiles



**400,000+**

Accredited Businesses  
meet and commit to  
our high standards.





# BOARD OFFICERS, EXECUTIVE COMMITTEE AND DIRECTORS

## OFFICERS

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**Jessica Pelache**, First National Bank of Texas, Chair

**Pierre Cardenas**, Capital Credit Union, Treasurer

**Brian Jones**, Gravity Lending,  
2023 Immediate Past Chair

**Mark Titus**, Telesys Communications, Inc., Secretary

**Carrie Angell, EdD, MPAff**, BBB serving the Heart of Texas, President/CEO

**Harold Ingersoll**, Atchley & Associates, LLP

**Evan Islam**, Central Station Marketing, LLC

**Richard James**, James Family Tax

**Abby Mellott**, Austin Business Journal

**Sally Miranda**, Hear in Texas

**Judy Oskam**, Texas State School of Journalism  
& Mass Communication

**Jade Owens**, Baird Foundation Repair

**Pete Phillips**, Amazon

**Philip Robinson**, Covert Auto Group

**Enrique Romero**, The Midessa Group

**Angie Sinkfield**, Seigman, Sinkfield & Libersky

**Alicia Thrasher**, Inspired Solutioning Group

**Monte Tomasino**, Dell

**Rick Valdez**, Corsair USA, LLC

**Justin Wadsworth**, Seeman Holtz Property  
& Casualty LLC

**Jason Webber**, JWC General Contractors

## EXECUTIVE COMMITTEE

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**John Carlson**, Retired

**Jon Eckert**, The Bank of Austin

**T. Getterman**, Supercuts

**Wade Lombard**, Square Cow Movers

**Rick Ravel**, Karavel Shoes

## BOARD OF DIRECTORS

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**Nicholas Alter**, Alter Endeavors

**Alan Cutting**, HI-TEX Flags Advertising  
Specialties, Inc.

**Adam Davis**, Bluebonnet Roofing & Remodeling

**Curt Dubose**, PentaVia Custom Homes

**Dustin Fawcett**, Judge, Ector County

**Brian Francis**, Retired, Texas Department of Licensing  
and Regulation



# 11,453,686

## TOTAL BBB.ORG WEBSITE VISITS IN 2024

- ▶ Percentage of visits from a mobile device **52%**
- ▶ Website Page Views **7,780,963**

### TOTAL BBB.ORG USER PROFILES BY AGE



BBB Business Profiles Provided to the Public	4,885,863
Customer Reviews Submitted	62,933
BBB Dynamic Seal Clicks	11,169
Total Accredited Business Locations	16,063
New Approved Accredited Businesses	2,989
Revoked Accredited Businesses	157
Applications for Accreditation Denied	239

## BBB IMPACT STATS

### SOCIAL MEDIA ENGAGEMENT RATE

(% per impression)\*



▲ Up **20.9%** from 2023

▼ Down **58.4%** from 2023

▲ Up **160.3%** from 2023

▲ Up **27.9%** from 2023

▲ Up **25.6%** from 2023

\*These are Organic Engagements Rates and excluded is Advertising Engagements Rates to prevent skewed data.

\*\*Including BBB HOT

\*\*\*Without BBB HOT FB page

## \$6.2 Million

### VALUE OF EARNED MEDIA



### Business Types Most Inquired About



1. Roofing Contractors
2. General Contractors
3. Painting Contractors
4. Remodel Contractors
5. Bathroom Remodel

### Business Types Most Complained About



1. Airlines
2. Property Management
3. Auto Insurance
4. Social Media Marketing
5. Auto Manufacturers



### COMPLAINTS HANDLED

## 43,673

Advertising Challenges	79
Resolution Rate	77.67%
Average Days to Close Disputes	21.4

Mediations	2
Arbitrations	6
Investigations	54



# BBB IN THE COMMUNITY

BBB builds community trust by promoting education, outreach, and scam prevention for both businesses and consumers. This mission is carried out through media appearances, press releases, speaking engagements, and participation in community events across 105 counties in Texas.

## EVENTS ATTENDED

**A** | Weekly BBB Segment with Fox 29 anchors Andrew Capasso and Ashley Sutton.

**B** | BBB was a proud sponsor of Lemonade Day Coastal Bend, a community event that teaches kids the skills they need to be a successful entrepreneur and business owner by operating their own lemonade stand.

**C** | On Radio Row during Super Bowl week, Jason Meza and Heather Massey with NFL legend Warren Moon. A 9-time Pro Bowler and Pro Football Hall of Famer, Moon led the Houston Oilers to seven playoff appearances.

**D** | BBB Lunch and Learn: How Business Can Win with Media in Midland with guest speakers: Elias Hernandez of Red Pixel Marketing, Alexa Dunson, Director of Strategic Communication at UTPB and Matthew Alvarez, Anchor at CBS7. Panel was moderated by Devin Benavides, Director of Partnerships & Community Engagement at BBB.

**E** | Michelle Bononcini networking with AB Hot Shot Moving & Delivery during Topgolf Austin Tournament.

**F** | Collaboration event with AARP in San Antonio.







## BBB + AARP PARTNERSHIP

To further education, outreach, and scam prevention, BBB and AARP collaborated on multiple events, including Shred Days, to address and educate the public about scams. The events drew a significant audience, demonstrating the partnership's effectiveness in engaging the Heart of Texas community.



# TORCH AND SPARK AWARDS

## CELEBRATING OUTSTANDING BUSINESSES

The BBB Torch Awards for Ethics and Spark Awards highlight the significance of ethical business practices while honoring exceptional companies that go above and beyond to build trust in the marketplace.

Winners are selected by a panel of independent, volunteer business and community leaders who evaluate each entrant's dedication to ethical practices and effective communication of their values.

### TORCH AWARD SPONSORS

#### PRESENTING SPONSOR

ABC Home & Commercial Services

#### BRONZE SPONSOR

Texas Tech University Health Sciences Center

#### IN-KIND / MEDIA SPONSOR

NewsWest 9 (KWESTV)

#### TECHNOLOGY SPONSOR

Dell Technologies



Texas Tech Physicians.



James Family Tax  
1-10 employees



Next Level Coaching Academy  
11-20 employees



Pure & Gentle  
61-99 employees





**Eterneva**  
21-40 employees



**Out of the Way Cafe**  
Spark Award Winner



**Pure & Gentle**  
100+ employees



**All About AC**  
Spark Award Winner

**The BBB Torch Awards for Ethics promote ethical business practices and recognize outstanding businesses.**





# 2024 FINANCIALS

## REVENUES, EXPENDITURES, AND NET INCOME\*

REVENUES	WITHOUT DONOR RESTRICTIONS
Membership Dues	\$11,140,578
Product Revenue	\$1,390,319
Building Fund	\$31,874
Rental Income	\$64,558
Interest	\$129,214
Other Income	\$532,988
<hr/>	
TOTAL REVENUES	\$13,289,531
EXPENDITURES	WITHOUT DONOR RESTRICTIONS
Business and Consumer Programs	\$11,005,424
Management and administrative	\$2,954,410
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TOTAL EXPENDITURES	\$13,959,834
CHANGE IN NET ASSETS	(\$661,645)
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NET ASSETS AT THE BEGINNING OF THE YEAR	\$9,441,473
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NET ASSETS AT THE END OF THE YEAR	\$8,779,828
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\* Unaudited Year-End Financials



Ignite Office, Phoenix

## INTRODUCING OUR NEW ACCELERATOR AND CO-WORKING SPACE: **IGNITE SPARKED BY BBB**

**A nucleus of innovation and education, Ignite sparked by BBB is a new collaborative, inclusive, and multi-use accelerator dedicated to business success, entrepreneur growth, sales, impact, and success.**

Launched in late 2024, this dedicated space in BBB's Austin facility will house the BBB Foundation for Better Business's programs and serve Texas entrepreneurs through innovation, education, and community building. Local entrepreneurs will use Ignite for networking events, skills-sharing sessions, and co-working space.

Modeled after the successful BBB initiatives in Arizona and California, Ignite is designed to equip small

businesses and entrepreneurs with the essential resources, education, and support they need to thrive in today's competitive landscape.

Future plans include creating an Ignite space in Fort Worth.







Bexar County SMWBO Business Expo



Keep Austin Beautiful volunteer event



Austin Small Business Expo

## BBB STAFF AND CULTURE

Our team at BBB serving the Heart of Texas cultivates a positive and collaborative workplace culture every day. We encourage and support one another, inspire growth, and contribute to making BBB one of the top workplaces in Texas.

## BBB HEART OF TEXAS WELLNESS PROGRAM

In 2024, we launched our Wellness Program to help created a culture of well-being by providing employees with comprehensive health and wellness resources. The program includes free benefits such as coaching, counseling, legal and financial tools, and wellness activities. BBB employees can earn a quarterly wellness allowance by attending events and submitting wellness-related expenses. The Wellable app helps employees track wellness activities, integrates with devices, and offers challenges and incentives. The program promotes engagement, productivity, stress management, and overall health, ensuring employees and their families have access to holistic wellness support.



Women in Business 2024 Gala, Austin



## AWARDS AND RECOGNITIONS

**Austin American-  
Statesman**

**2024 TOP PLACES TO  
WORK IN AUSTIN**

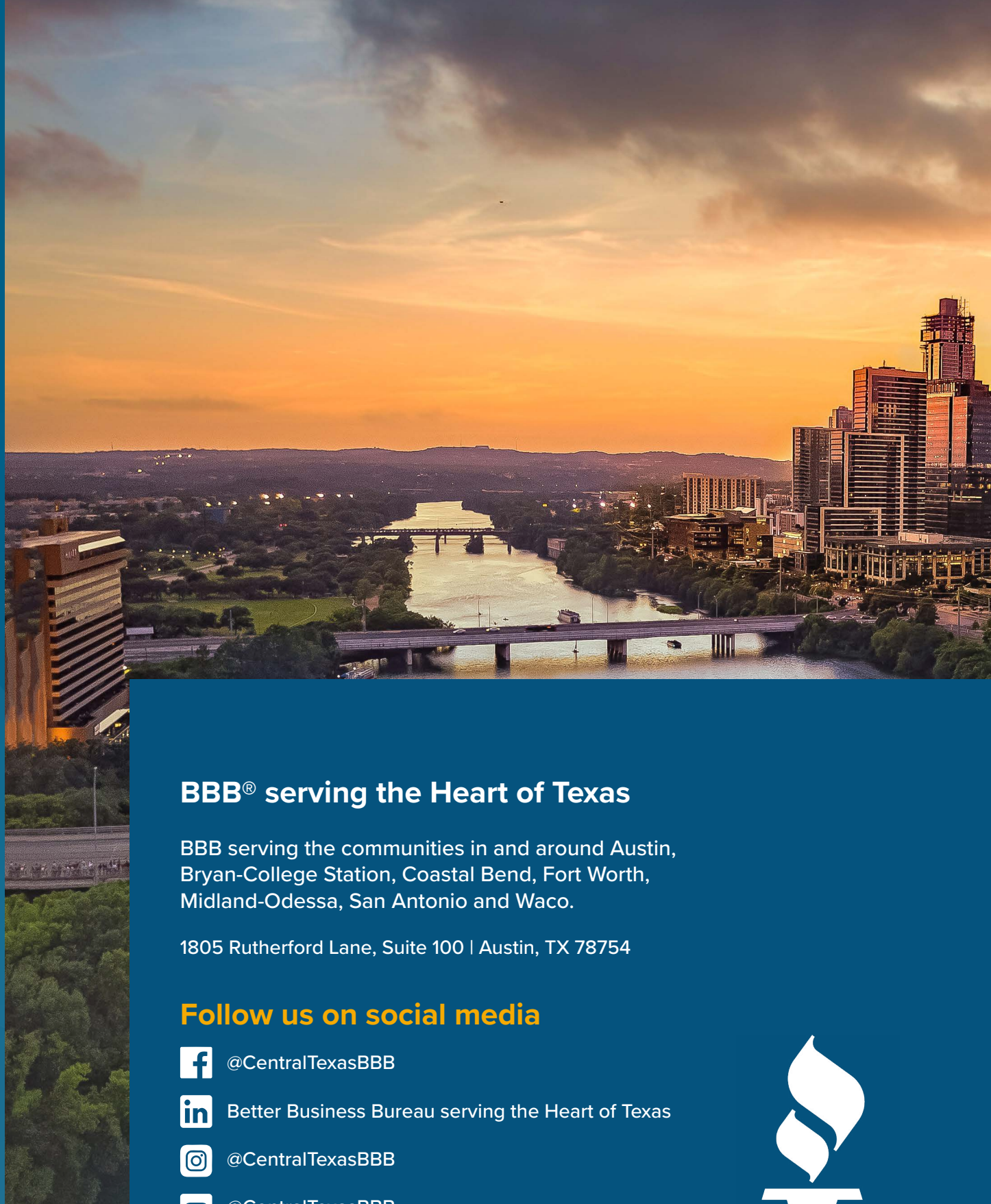


**2024 BEST  
NON-PROFITS TO  
WORK FOR**

**womeninbusiness**  
2024  
FINALIST

**CARRIE ANGELL  
EdD, MPAff**





## BBB® serving the Heart of Texas

BBB serving the communities in and around Austin, Bryan-College Station, Coastal Bend, Fort Worth, Midland-Odessa, San Antonio and Waco.

1805 Rutherford Lane, Suite 100 | Austin, TX 78754

### Follow us on social media



@CentralTexasBBB



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